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# ANNUAL REPORT TO STOCKHOLDERS



*Fortieth Anniversary*  
1926

THE COCA-COLA COMPANY  
ATLANTA, GA.

BOARDS

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*The*  
COCA-COLA COMPANY  
AND SUBSIDIARIES  
ATLANTA, GA.

ANNUAL REPORT  
TO THE  
STOCKHOLDERS  
FOR THE YEAR 1926

*February 1st, 1927*

PRINTED IN U. S. A.

## THE COCA-COLA COMPANY

ATLANTA, GA.

TO THE STOCKHOLDERS OF  
THE COCA-COLA COMPANY:

In submitting the accompanying financial statement of The Coca-Cola Company and its subsidiaries for the year ending December 31st, 1926, I feel that the actual results which it exhibits indicate a fairly liberal realization of the forecast made in closing my report for the year 1925, in which the belief was expressed that the resources and standing of the Company at that time warranted the anticipation of a successful year.

The Fortieth Anniversary of the company shows the largest sales in its history. This increase together with decreased operating ratios reflects a continued development and stability.

In accordance with the policy established by your Board of Directors in 1925, we have completed, from current earnings, the retirement of the remainder of the Preferred Stock. The authorized capital issue has been amended to include only the five hundred thousand shares of Common Stock.

The maintenance of adequate manufacturing facilities to care for the normal increase in sales has necessitated certain enlargements in domestic plants, some of which are now nearing completion.

The development of both foreign and domestic subsidiaries has been satisfactory. The expansion of business in Canada has warranted additional facilities at several points, which have been provided. Through the Foreign Department a conservative program of expansion is being continued.



I am pleased to state, in line with the policy adopted by your Directors, we have been able to add to our Contingent Reserve Account which has not been adequate in the past, and it is felt that this policy should be continued, when practicable, to a conservative degree. The cash position of the Company is reflected in Cash on Deposit and Placed on Call, \$4,600,793.82.

With some pride I may say for the year 1926 that we have taken up where we left off in 1925 and have carried on to a position that enables us to begin the year 1927 in the continuing faith that our efforts will be duly rewarded as in the past.

Respectfully submitted,

R. W. WOODRUFF,

*President.*

RAY 37-32 OTIS HQ

# CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company, Atlanta, Georgia,  
and its Subsidiaries

December 31, 1926

## ASSETS

### CURRENT:

*Cash on Deposit and Placed on Call	....\$ 4,600,793.82	
Government Securities.....	4,013.75	
Notes Receivable.....	139,964.77	
Accounts Receivable.....	1,268,552.82	
Inventory—Merchandise on Hand, Priced at Lower of Cost or Market.....	1,727,494.14	\$ 7,740,819.30

### OTHER ASSETS:

Sundry Notes and Accounts Receivable....	441,760.93
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### PERMANENT:

Land.....	\$ 1,042,512.29	
Buildings.....	3,853,339.90	
Machinery and Equipment.....	2,520,659.72	
Bottles and Cases.....	521,345.89	
	\$ 7,937,857.30	
Less: Allowance for Depreciation.....	1,848,158.09	6,089,699.21

FORMULAE, TRADE-MARK AND GOODWILL.....	20,745,676.91
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### DEFERRED CHARGES:

Unexpired Insurance and Prepaid Expenses	31,902.62
	<u>\$35,049,858.97</u>

## LIABILITIES

### CURRENT:

Notes Payable—For Real Estate, Due 1927	\$ 10,000.00	
Accounts Payable .....	687,918.09	
Accrued Accounts.....	1,437.42	\$ 699,355.51

### RESERVES:

Income Taxes, Contingent and Miscellaneous Operating Reserves .....	3,557,583.10
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## NOMINAL

### CAPITAL STOCK:

Common .....	15,010,000.00
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PROFIT AND LOSS—SURPLUS.....	15,782,920.36	30,792,920.36
		<u>\$35,049,858.97</u>

\*Footnote by Company: During the year 1926, 60,000 shares, or \$6,000,000.00 of the preferred stock were retired, of which 46,667 shares, or \$4,669,700.00, were purchased out of current earnings, and 13,303 shares, or \$1,330,300.00, were in the treasury.

# CONSOLIDATED STATEMENT OF OPERATIONS

The Coca-Cola Company, Atlanta, Georgia,  
and its Subsidiaries

Year Ended December 31, 1926

SALES .....	\$30,107,272.29
Less: Cost of goods sold, including freight on sales and allowances .....	12,352,117.10

GROSS OPERATING PROFIT..... \$17,755,155.19

Expenses—Selling, Branch, Administrative and General... 6,076,686.68

NET OPERATING PROFIT..... \$11,678,468.51

Other Deductions, including Income Taxes, and Contingent and Miscellaneous Operating Reserves..... 3,274,814.88

NET PROFIT..... \$ 8,403,653.63

## PROFIT AND LOSS—SURPLUS ACCOUNT

BALANCE—December 31, 1925..... \$10,916,860.85

Net Profits from Operations for year ended

December 31, 1926 .....	\$8,403,653.63	
Expense adjustments—Prior Years....	118,441.87	8,522,095.50

\$19,438,956.35

Deduction for Dividends:

\*Preferred:

July 1, 1926..... \$ 156,035.99

Common:

March 28, 1926.....	\$875,000.00	
June 29, 1926.....	875,000.00	
September 28, 1926.....	875,000.00	
December 28, 1926.....	875,000.00	3,500,000.00
		3,656,035.99

BALANCE—DECEMBER 31, 1926..... \$15,782,920.36

ERNST & ERNST  
AUDITS AND SYSTEMS  
TAX SERVICE

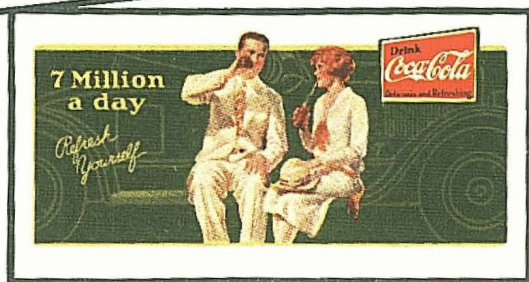
Atlanta, January 27, 1927.

*We Hereby Certify,*

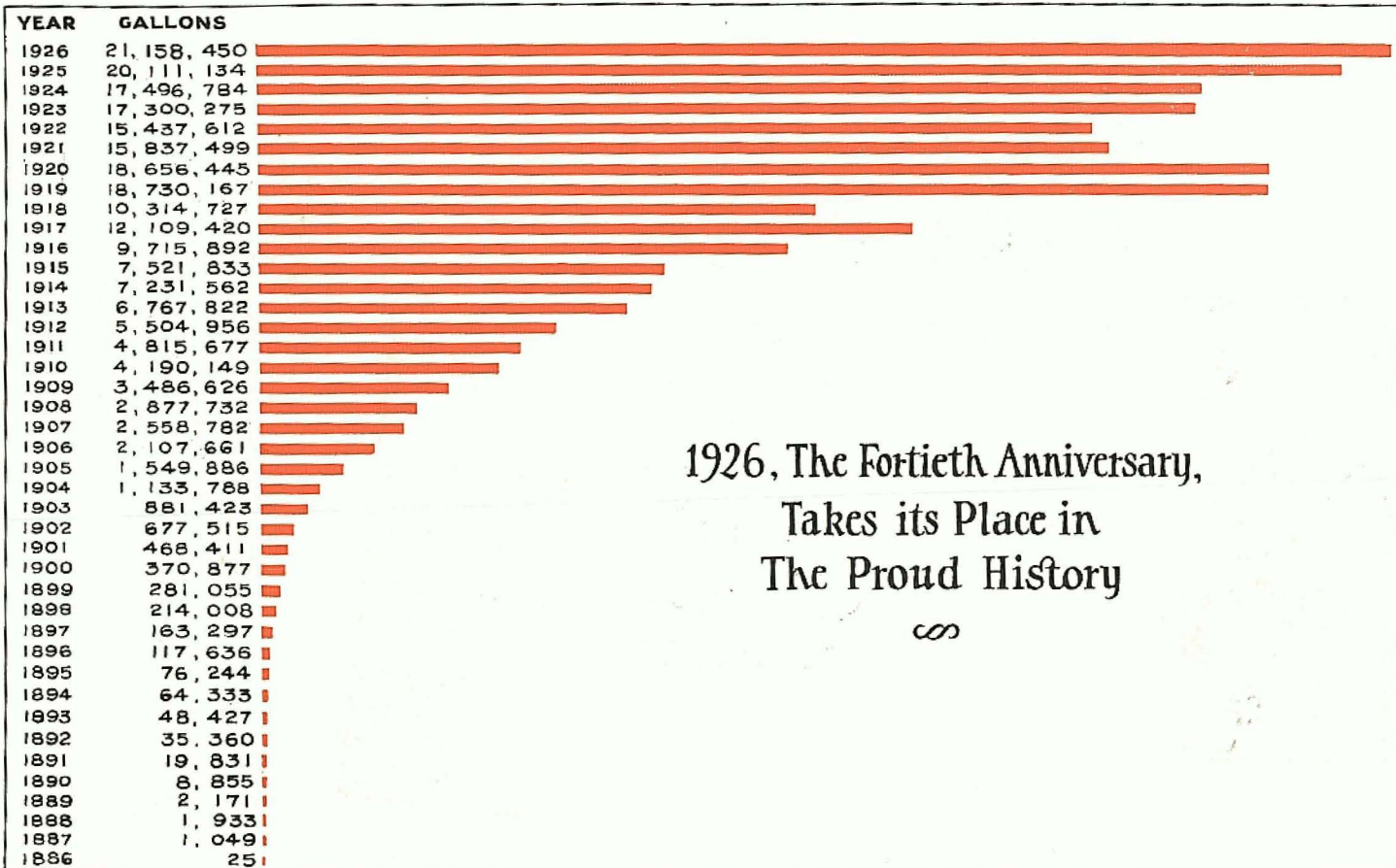
That we have audited the books of account and record of THE COCA-COLA COMPANY, Atlanta, Georgia, and its subsidiaries, as at December 31, 1926, and that, based upon our examination and information obtained, it is our opinion that the annexed Consolidated Condensed Balance Sheet is drawn so as to correctly reflect the financial condition of the Companies at the date named, and that the relative Consolidated Statements of Operations, and Profit and Loss-Surplus are correct.

(Signed) ERNST & ERNST,  
Public Accountants  
and Auditors.





Some of the 1926 Coca-Cola Posters



# EXECUTIVE OFFICERS AND DIRECTORS of THE COCA-COLA COMPANY

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W. C. BRADLEY.....*Chairman Board Directors*  
 R. W. WOODRUFF.....*President*  
 HARRISON JONES.....*Executive Vice-President*  
 W. M. BROWNLEE.....*Vice-President*  
 W. P. HEATH.....*Vice-President*  
 HAROLD HIRSCH.....*Vice-President*  
 S. F. BOYKIN.....*Secretary and Treasurer*  
 W. G. LAMB....*Assistant Secretary and Assistant Treasurer*  
 J. C. WEEKLEY.....*Assistant Secretary*

## DIRECTORS

W. C. Bradley.....Columbus, Ga.	J. H. Nunnally.....Atlanta, Ga.
J. B. Campbell.....Atlanta, Ga.	E. W. Stetson...New York, N. Y.
Chas. H. Candler....Atlanta, Ga.	C. A. Wickersham....Atlanta, Ga.
W. C. D'Arcy.....St. Louis, Mo.	D. A. Turner.....Columbus, Ga.
Samuel C. Dobbs.....Atlanta, Ga.	Walter C. White....Cleveland, O.
T. K. Glenn.....Atlanta, Ga.	A. H. Wiggin....New York, N. Y.
Charles Hayden..New York, N. Y.	Ernest Woodruff....Atlanta, Ga.
Harold Hirsch.....Atlanta, Ga.	R. W. Woodruff....Atlanta, Ga.
J. P. Illges.....Columbus, Ga.	

## EXECUTIVE COMMITTEE

W. C. Bradley, Chairman	J. H. Nunnally
Chas. H. Candler	E. W. Stetson
W. C. D'Arcy	Ernest Woodruff
T. K. Glenn	R. W. Woodruff

## GENERAL COUNSEL

Candler, Thomson & Hirsch  
 Atlanta, Ga.

## TRANSFER AGENTS

GUARANTY TRUST COMPANY  
 New York, N. Y.  
 TRUST COMPANY OF GEORGIA  
 Atlanta, Ga.

## REGISTRARS

CHASE NATIONAL BANK  
 New York, N. Y.  
 THE ATLANTA AND LOWRY NATIONAL BANK  
 Atlanta, Ga.



# THE COCA-COLA COMPANY

GENERAL OFFICES  
ATLANTA, GEORGIA

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## UNITED STATES SALES AND BRANCH OFFICES OF THE COCA-COLA COMPANY AND ITS SUBSIDIARIES

Atlanta	Chicago	Jacksonville	Memphis
Baltimore	Cleveland	Kansas City	New Orleans
Birmingham	Dallas	Los Angeles	New York
Boston	Denver	Louisville	Philadelphia
Charlotte	Hartford	Milwaukee	Portland

## UNITED STATES WAREHOUSES

Amarillo	Greensboro	Minneapolis	Salt Lake City
Beaumont	Houston	Nashville	San Antonio
Birmingham	Jacksonville	Norfolk	Savannah
Boston	Kansas City	Oklahoma City	Shreveport
Brooklyn	Knoxville	Philadelphia	Tampa
Chattanooga	Little Rock	Pittsburgh	Tulsa
Denver	Lynchburg	Portland	Washington
El Paso	Memphis	Richmond	Wilmington
Fort Smith	Miami	Roanoke	West Palm Beach

Foreign Department Office—111 Broadway, New York City.

## THE COCA-COLA COMPANY OF CANADA, LTD.

Head Office—Toronto

## SALES OFFICES AND BOTTLING PLANTS

Belleville	Kingston	Peterboro	Windsor
Brandon	Lethbridge	Winnipeg	Vancouver
Calgary	London	Montreal	Port Arthur
Edmonton	Ottawa	Toronto	Quebec
Regina		Saskatoon	

## CUBA

Head Office—Havana

## SALES AND BRANCH OFFICES

Havana	Santiago
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